



Reminder:

2022 NHHA Annual Meeting
Tuesday, February 15
Fretz Recreation Center
6:30pm – Meet & Greet
7:00pm – Business Meeting

January 31, 2022

Dear NHHA Member,

It's membership renewal time and we ask for your dues payment as we send you this **Report to the Membership**...a snapshot of NHHA's activities and how your dues are being put to work. We need your continued support and appreciate your prompt renewal.

You can pay your \$350 dues online at northwoodhills.org with a credit card or Paypal account AND update/confirm your contact information there. We use your email address for NHHA communications and provide your phone numbers to the security patrol officers. We never sell or share this information outside of NHHA. If you prefer to pay by check, you can mail your payment, along with any information updates, to NHHA, PO Box 800874, Dallas, TX 75380.

If you've already renewed your membership in 2022, we **thank you** for continuing to invest in this wonderful neighborhood. If you're not sure of your membership status, email membership@northwoodhills.org and we'll let you know.

Now, let's get to business – the detailed recap for 2021 is on the following pages and NHHA summary financial info is on the last page of this report. But, if you want a quick recap, here are the highlights of the 2021 finances:

- NHHA ended 2021 with over \$27,000 in cash assets.
- We budgeted for the equivalent of 530 fully-paid members and ended the year with 551 member households (some paid in full, some partially paid, some joining mid-year). Total membership income of \$160,155 exceeded our projection, in part because we were able to convert previous non-member households into member households after the new resident received a welcome package from us.
- We were under budget in most expense categories, namely Beautification and Special Projects. Due to COVID-based labor and supply shortages, we were unable to undertake as many projects as we would have liked. Our Security expenditures were also less than budgeted because of persistent employee turnover. With cash reserves rolled over from prior years, we had planned to absorb a net loss of \$35K, but instead ended the year with a \$19K loss.

2021 Detailed Recap by Area

Crime, Security & Safety

- NHHA contracted for security patrol coverage of 112 hours each week. This arrangement allows officers to be on duty every single day and cover 45 miles of streets/alleys during each 8-hour shift. During high-travel seasons, dozens of member homes are checked each shift according to

an out-of-town form submitted by a member. That valuable service is a benefit of your Membership...do you use it when you travel?

- GardaWorld continues to be our provider for armed security services. We have been pleased with their well-marked cars and the increased visibility in the neighborhood. They currently employ 3 full-time officers solely assigned to Northwood Hills each week. In 2021, however, they greatly struggled with officer turnover. GardaWorld found that these positions were very wage-sensitive and officers often left for other companies paying \$1-\$2 more per hour. We went through a few painful months where we struggled to have all the shifts filled because of unreliable officers. After it was clear they weren't going to be able to attract and retain reliable talent at a below-market rate, GardaWorld proposed a compensation structure that would give our neighborhood stability and consistent coverage. NHHA agreed and has so far been pleased with the results. As of this writing, we have 1 officer with 4 months at our post, 1 officer with 8 months at our post and 1 officer with long-term experience in the neighborhood. The NHHA Board is planning a meeting with all the officers and their managers in February to discuss expectations, ask and answer questions, offer and receive feedback, and hopefully foster a relationship that encourages our officers to stick around.
- NHHA has been diligent in tracking criminal incidents, following up with those who have experienced a crime (when possible), and reporting statistics, trends and prevention tips to you through periodic Security Snapshots or Crime Alerts, when necessary. We know security is your number one concern, and therefore it is the primary focus of this Association's efforts and accounts for about three-fourths of the annual budget.
- After the Dallas Police Department launched a new crime reporting system a few years ago, less detail was publicly available due to legal restrictions regarding privacy issues. We try to combat this by staying connected to neighborhood liaisons at DPD and subscribing to an independent reporting service to make sure we can monitor crime in our area and accurately report to you as best we can. However, if an incident involves a juvenile, whether as the victim or perpetrator, we most likely will not be able to receive information about it. We also rely on you to keep us informed, so please alert us if you experience a criminal incident.
- Our tracking is driven by the address provided to police and included on a police report, but sometimes incidents occur elsewhere. Our goal is to only include those that have physically occurred inside Northwood Hills, but lack of data on a police report, especially in instances of fraud, means we may be over-reporting. We will not include things such as traffic violations, custody disputes, public intoxication, etc. The main categories we report to the Membership are Burglary (of a house/garage/shed), BMV (Burglary of a motor vehicle), Robbery (victim and perpetrator come face to face during burglary), UUMV (Unauthorized use of a motor vehicle), Theft (package theft, identity theft, personal property theft, fraud), Assault (with or without a weapon, intimidation, harassment) and Criminal Mischief (graffiti, vandalism, trespassing, destruction to property).
- In 2021, overall reported criminal incidents totaled 49, down from 61 in 2020. Six residents reported burglaries to their habitation, five of which did not involve forced entry. BMVs fell last year to seven, down from eighteen the prior year. Many of those police reports included reference to unlocked vehicles. There were seven UUMVs and 25 thefts last year, a third of which were financial/identity theft (as opposed to property theft). NHHA also tracked two incidents of assault (one involving a dog bite) and two incidents of criminal mischief.

- Our neighborhood consists of over 1150 homes. While one crime is too many, a total of 49 over the course of 365 days, of which only two would be considered violent, is quite remarkable. I hope this is the combined result of increased diligence by our residents in being more proactive in preventing and deterring crime, and NHHHA efforts, and not just a failure to report. Our data comes directly from DPD, so we can only report statistics based on incidents in their database. If an incident doesn't get reported, it didn't happen for tracking purposes.
- NHHHA published a Crime and Security Guidebook with tips on how to avoid becoming a victim. Please visit the Security section of our website to download a copy. Our biggest tool in fighting crime is deterrence. Make yourselves a hard target! Also, if you need a security yard sign, let us know.

Neighborhood Improvements/Beautification

- NHHHA maintains or underwrites 10 neighborhood medians, including irrigation, mowing, weeding, cleaning, tree trimming, and plantings. Due to the extreme seasonal variations we experience each year, from periods of very little rain and high temps, to freezing temps, we strive to utilize low maintenance plantings, while providing a manicured, upscale look. In 2021, we focused on remodeling the Belt Line/Hillcrest corner and power-washing the continuous brick wall along Belt Line.
- We routinely have to replace damaged sprinkler heads and the largest culprit appears to be related to bulk trash being placed in our medians. Either the bulky items themselves damage the sprinkler heads, or the equipment used by the City does during pick-up. **Please refrain from placing any bulk or brush items in our medians, as they are not a public dumping ground.**
- NHHHA is planning to undertake a couple large Beautification projects this year. We have our sights set on the Spring Valley/Hillcrest corner and the medians on Meadowcreek. However, earlier in January, a careless driver crashed into our brick wall on Meandering Way near Belt Line. It caused substantial damage to the bricks and uprooted our sprinkler system controller. It may have damaged some of our sprinkler lines as well. We have obtained information about the perpetrator, but since we don't physically own the land where the damage occurred, we are seeking assistance from the City of Dallas to help us pursue compensation for damages. Please be patient with the appearance of that median while we get quotes for clean-up and repair. This work was not planned for, so if we are unsuccessful in being reimbursed, then we have to make sure we are being extra diligent in our expenditures.
- Oak wilt has tormented Northwood Hills for many years, and NHHHA has disseminated guidance through MemberMails, newsletter articles, website updates, and pamphlets. The best advice is "don't trim your oaks unless it is very, very cold and have your tree crew paint the cuts." If you'd like more information about oak wilt, visit the Archive section of our website.

Membership and Member Benefits

- Our total number of member households increased from 2020 to 2021, mostly due to outreach after new residents moved in. We anticipate strong home sales and steady turnover again in 2022, so it's important that we stay informed about ownership changes. We often miss out on a full year's dues when a member lists their house, so we ask for your help in this area – if you're selling this year, consider paying a pro-rated amount instead of foregoing membership entirely. Or, pay the full year's dues and we'll let your buyer inherit your membership for the rest of the

year. If you see a new neighbor move in, please mention our Association, especially if you never saw a for sale sign go up. We rarely find out about private sales, so we need your assistance in reaching those new residents. We appreciate your contributions to growing our membership. The more members we have, the more we can do for the neighborhood.

Signage

- The NHHHA alley, curb address and No Solicitors signs are popular member benefits. We paint curb numbers in the first year of membership and then again on an as-needed basis. If yours is worn or unreadable, let us know. We'll put you on the list and take care of it during our next round of curb painting (Spring). If you need a replacement alley or No Sol sign, again...just tell us. When we receive your dues each year, we mail your updated mailbox decal that promotes our armed security patrol. A couple years ago, we unveiled a custom NHHHA yard sign announcing our armed security and video surveillance that can be placed by your front door, gate, or any other access point. Each member household is entitled to one free of charge, so let us know if you haven't requested one yet and we'll deliver it to your home. An example can be found in the Security section of our website.
- We continue to place two dozen bulk trash reminder signs throughout the neighborhood each month. Our goal is to increase awareness and reduce trash placed on the curb before the collection window. We need your help on this, so please be mindful of the city ordinances and do your part. Save the schedule printed on the back page of each edition of the quarterly Breeze newsletter if you want another monthly reminder.

Communications

- In 2021 we produced and mailed our quarterly print newsletter, The Northwood Hills Breeze, to more than 1150 households. Among other things, it serves as a great marketing tool to non-members, shares our members' pride about their graduates, recaps our fun neighborhood events and holidays, provides tips to prevent oak wilt and West Nile Virus, keeps you abreast of our local real estate market, and best of all gets underwritten by local advertisers. If you'd like to advertise in the future, just reach out!
- We distributed about 50 MemberMail emails, bringing you a wide variety of city, neighborhood, election, business and entertainment information (and helping reunite many lost pets with their owners). Our database includes almost 900 Member email addresses, and routinely 60-70% of people open each MemberMail. Also, about 1,000 individual emails are exchanged between NHHHA and Members each year. Your questions and feedback are important...stay in touch with us and keep them coming!
- We periodically update our website to ensure you can easily contact a Board Member, pay your dues, see pictures from our fun events, find an old edition of the Breeze, or download an out-of-town home check form. Not only do we utilize this communication tool for the benefit of our members, but we also want prospective residents/members to easily see what makes Northwood Hills a great place to live.

Events/Programs

- We've hosted the free (members-only) NHHHA Paper Shredding and Electronics Recycling Event for the past 7 years and its popularity continues to grow. Members drop off thousands of pounds of paper to be shredded and multiple pallets' worth of electronics to be recycled, and this time, they were also able to pick up a free mosquito dunk to help combat West Nile Virus. We typically partner with Goodwill to provide an option for donating clothes and household items inside the neighborhood at this same event, but they halted that service in 2020 due to the pandemic and have not reinstated it yet. We look forward to offering this free Members-only benefit again in 2022, hopefully with Goodwill back on board. We're shooting for a Saturday in June. Look for a MemberMail in a few months once we confirm a date. We're seeking event sponsors this year to help defray the costs, so please consider a sponsorship if you'd like to get the word out about your business.
- Our signature event, the July 4th parade and festival, was back in full swing in 2021. There was an organized parade, concessions, bounce houses, a DJ, and children's activities. It brought together hundreds of participants and spectators. We thank the business sponsors and volunteers who allowed us to make it successful. Please plan to set aside a little time to help out this year – we'll take just 30 minutes of your time so you still get a chance to celebrate! A sign-up will be available as we get closer to the day.
- Our Good Neighbor Day efforts have been very successful over the past few years. We've donated money and items to our local fire stations, donated toys and stuffed animals to Medical City Children's Hospital, facilitated blood donations through Carter Bloodcare, and bought hundreds of meals for the front-line workers at Parkland Hospital. In 2021, we hosted a neighborhood event with live music, bounce houses, and food trucks. Neighbors were able to come together for fun and fellowship. We also accepted donations of food and money on behalf of North Texas Food Bank, which resulted in the collection of \$588 and 37 pounds of food. We have truly wonderful neighbors in and around Northwood Hills and we look forward to celebrating you again in 2022!

Advocacy

- As a voluntary homeowners association, NHHHA is not an enforcement agency. We can't compel membership or require adherence to local ordinances. However, we work to educate residents about neighborhood issues and code compliance, and help them escalate concerns when appropriate. In 2021 we assisted dozens of residents with questions, coordinated with other local HOAs, spoke with or provided contact information for City officials when necessary, served on task forces regarding zoning issues, and disseminated helpful information in The Breeze and inside MemberMails. We are happy to help when possible, but we also encourage our residents to work with their neighbors when problems arise and use 311 when the City's assistance is needed. If you want to speak with our City Council Representative, don't be afraid to reach out to her office. As a reminder, the NHHHA Board is entirely made up of volunteers, many of whom have work and community obligations outside of NHHHA, so our goal with advocacy is to inform and empower.

What about 2022?

The 2022 budget provides the benefits and services you expect. The revenue is based on an annual dues amount of \$350, which is higher than prior years to help counteract the cost increases that have been passed on to us by nearly all of our third-party vendors. We anticipate needing to raise dues again in 2023, but thanks to cash reserves from prior years, we were able to phase in the total increase more gradually. We project an increase in advertising revenue, as we finally raised rates high enough to fully cover the production costs. We're hoping to collect more interest income in 2022, after finding a higher-yield savings option. Our Beautification budget covers routine maintenance and allows for a couple larger projects. The Security budget allows for a 112-hour per week security patrol schedule, which keeps an officer in the neighborhood 16 hours a day, 7 days a week. Overall, Security measures account for about 75% of expenses; Beautification accounts for approximately 11%; Communications, about 6%; Membership Benefits expense and Programs account for around 4%.

Less than 4% of our expense budget is management expense, with the majority of that attributed to payment processing fees and insurance. This is credit to our directors and volunteers who donate thousands of hours annually, and often their own personal resources, to help defray costs. Without volunteers, NHHA would not exist.

NHHA is an active, inclusive and completely voluntary HOA, with volunteer leaders who do not take your membership lightly. Your Board and Officers believe it's important to carefully consider how membership funds are spent, and to be accountable to members for our actions and management. That's why we send you this report. If you have any questions about our activities, our records, our finances or our procedures, please ask...we are here to serve you.

Thank you for reading this year's Report to the Membership, and we hope our progress and plans earn your continued confidence and renewal.

Cordially,

Janet Marcum, on behalf of the NHHA Officers and Board of Directors

president@northwoodhills.org

NHHA 2021-2022 FINANCIAL INFORMATION

ABBREVIATED FINANCIALS

	<u>BUDGET 2021</u>	<u>ACTUAL 2021</u>	<u>PROPOSED BUDGET 2022</u>
INCOME:			
ADVERTISING INCOME	9,231	9,258	10,750
INTEREST	5	10	360
MEMBERSHIP	159,000	160,155	186,000
DUES REBATE	0	30	0
TOTAL INCOME	\$168,236	\$169,453	\$197,110
EXPENSES:			
BEAUTIFICATION	27,400	20,519	22,200
COMMUNICATION	11,724	12,006	11,851
MANAGEMENT	6,666	6,630	8,125
MEMBERSHIP PROMOTION	7,525	7,303	6,320
PROGRAMS	2,400	2,693	1,780
SECURITY	135,522	130,265	159,122
SPECIAL PROJECTS	12,000	8,989	0
TOTAL EXPENSES	\$203,237	\$188,405	\$209,398
NET INCOME	(\$35,001)	(\$18,952)	(\$12,288)

NHHA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON

	<u>December 31, 2021</u>	<u>December 31, 2020</u>
CURRENT ASSETS		
Cash	27,084	46,625
TOTAL CURRENT ASSETS	\$27,084	\$46,625
LIABILITIES & EQUITY		
CURRENT LIABILITIES (Adv. Dues)	4,661	5,250
Total Other Current Liabilities		
TOTAL LIABILITIES	\$4,661	\$5,250
EQUITY		
Opening Bal Equity '98	-1,731	-1,731
Retained Earnings	43,107	53,032
Net Income	-18,952	-9,925
TOTAL EQUITY	\$22,423	\$41,375
TOTAL LIABILITIES & EQUITY	\$27,084	\$46,625